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TELEPHONES
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Friday, July 21, 1916

We suppose Asheville and Hendersonville can now duly appreciate the position of Old Col. Noah.

The Germans are now tasting the pleasures of war from the other side of the fence.

Norlina is to get a new passenger station. We could have one at Roanoke Junction if -- aw, what's the use!

The county campaign seems to be slow in warming up -- here it is less than two weeks from the primary and no candidate has passed around even a seegar!

That the Roanoke has not received the publicity given the French Broad, Swannanoa, and Catawba rivers is a matter that doesn't grieve us even a trifle

The price of the HERALD will be advanced to \$1.50 a year unless the price of white paper goes down materially in the next thirty days. A word to the wise I sufficient -- look at the date on your label and see if you hadn't better renew for a year at the old rate of \$1.00 a year.

The President will no strengthen himself in the eyes of the people of the South by his recent advocacy of the Keating Child Labor Bill aimed at southern industry. It may be that for every vote gained in Colorado, which has no cotton mills and only works its children in the best fields, he will lose a vote in North Carolina.

The American Economist argues that the American "producers" should proceed forthwith to blacklist the Saturday Evening Post and withhold all future advertising patronage from that periodical because of an editorial in favor of the Democratic position on the tariff question. This would be fine, if the suggested course would not hurt the producers infinitely more than it damaged the Post.

"It's an ill wind that blows nobody good" is again proven in the appointment by President Wilson of the small calibred chairman of the House Military Affairs Committee, Congressman Hay of Virginia, to a Federal judgeship, for the blight on the judiciary is offset by the removal from Congress of the pettiest specimen of narrow-gauge statesmanship which even that body has harbored in a long time.

We are informed by Mr. G. S. Kennard, local manager of the Home Telephone and Telegraph Company, that after the issuance of the new Directory on August 1 everybody will be required to call by number instead of name when using the telephone. This step is absolutely necessary due to the growth in the number of subscribers here. The practice of calling by name not only retards the work of the exchange, but almost demoralizes it when operators have to be changed, whereas when all calls are made by number an experienced operator can handle any switchboard.

Honor and shame from no condition rise; Act well your part, there all the honor lies. --Pope

Roanoke Rapids and Rosemary Ministerial Union

We have in our midst a man who is a prophet. He has the eye of a prophet to detect the forces that are eating out the moral fibre of this nation; he has the dramatic skill of a prophet to display the evil of these forces in no uncertain language; he has the God inspired fire and enthusiasm to drive it home to men's hearts and to show them the righteousness and power of God; he has the courage to tell the truth, regardless of consequences; and withal he is intensely human and sweet spirited. He loves men, and men who know him love him.

Nothing stereotyped, artificial, or professional is to be detected in his manner or his message. Familiarity with modern scholarship has helped him to rewrite the old and abiding truths in new and compelling language. Intense love of men and contract with God enables every message to spring from his lips with the spontaneity and newness that is born of an ever fresh vision.

We are glad to have you with us, Brother Ham, and we pray God's abundant blessing upon you, and through you upon us. Of course we don't all agree to everything you say, but wouldn't this be a monotonous world if we had to agree with every good man we meet?

HENRY CLARK SMITH.

Primitive Account Keeping

Would it be possible to devise (1) a simple, standardized form of accounting for all moneys received and paid out by the county officers of North Carolina, (2) a uniform exhibit sheet that would show at the end of each fiscal year exactly how each county stood in its finances?

If so, each county could be compared with every other in a score or more particulars, and ranked accordingly; say, in the average annual cost of indoor and outside paupers, the per capita cost of convicts and work animals in road building, the cost per mile of sand-clay or top-soil road construction, the keep of jail prisoners per person per day, and so on and on.

The tax payers could easily see in which county they were getting the most or the least for money; and where expenses were light or unreasonably heavy.

At present, their outside of the school accounts, no county in the State can be compared with all the others in the expenditure of public moneys. Nobody knows whether his county government is inefficient and wasteful or not. There is no basis for comparison.

State Law Requires It

New York State not only standardizes these county accounts and exhibits but keeps an auditing commission busy the year around instructing county officials and holding them up to the mark in their record keeping. They act under the direction of the Comptroller-General.

In North Carolina such a commission might be directed by the State auditor or the State treasurer. And why not? The county is merely a detached agent of the State. The plan does not interfere with local self-government. It helps county government on to efficiency.

We believe that dishonesty is rare in our county offices, but the county exhibits published from year to year brings us to believe that our methods of account keeping are generally antiquated, and confusion almost beyond belief. --University News Letter.

Good Looks are Easy

with
Magnolia Balm.

Look as good as your city cousins. No matter if you do Tan or Freckle Magnolia Balm will surely clear your skin instantly. Heals Sunburn, too. Just put a hule on your face and rub it off again before dry. Simple and sure to please. Try a bottle to-day and begin the improvement at once. White, Pink and Rose-Red Colors. 75 cents at Druggists or by mail direct.

SAMPLE FREE.

LYON MFG. CO., 40 So. 5th St., Brooklyn, N.Y.

A BIT OF PHILOSOPHY FROM AT NINETY IN THE SHADE

BY JAMES WHITCOMB RILEY

Hot weather? Yes; but really not, Compared with weather twice as hot. Find comfort then, in arguing thus, And you'll pull through victorious! -- For instance, while you gasp and pant And try to cool yourself -- and can't -- With soda, cream and lemonade, The heat at ninety in the shade, -- Just calmly sit and ponder o'er These same degrees, with ninety more On top of them, and so concede The weather now is cool indeed! Consider how the sun would pour At one hundred and eighty-four -- Just twice the heat that seems to be Affecting you unpleasantly. The very hour that you might find As cool as dew, were you inclined. But why proceed when none will heed Advice apportioned to the need? Hot weather? Yes; but really not, Compared with weather twice as hot!

HAS CITIZENSHIP A VALUE?

CITIZENSHIP has a definite value. This value cannot be computed in dollars and cents, but it is worth fighting for.

Citizenship grows out of communities. Were there no communities there would be no citizens. We would then be merely unprotected individuals -- entirely at the mercy of all other individuals who might wish to destroy any weaker or less ferocious one.

By dwelling in communities we have many advantages. Some of us value and appreciate these advantages while others selfishly accept the advantages but refuse to do their share toward maintaining the community.

Laws have been enacted to compel us to pay taxes -- used for the financial support of communities for our protection. BUT THERE ARE NO LAWS WHICH COMPEL THE MEMBER OF ANY COMMUNITY TO SHOW APPRECIATION OF THE BENEFITS DERIVED FROM LIVING IN A COMMUNITY.

One of the benefits of living in a community is the opportunity furnished us to buy merchandise required for our comfort and indulgence, right here in our own town. This facility permits us to buy what we need when we need it. We can step into a store, lay down a dollar and buy a dollar's worth of goods. Perhaps we can get the goods without paying the dollar down in cash -- that is, if we have the credit.

What a genuine benefit it is to be able to do this. In the olden days our forefathers were compelled to drive many miles to a store where the merchandise might be obtained. Large quantities were bought at a time because the trip to the store could not be made at frequent intervals.

As our citizens increased in numbers and gathered into communities, stores were established at the various centers of the increasing population until now we can buy, right at home, our necessities and luxuries.

That which we value we endeavor to protect. If we value the facility for purchasing goods at home we should protect it.

The best way to protect it is to make it possible for the storekeepers to continue to do business. If we do not help them to continue to do business here in our community the natural consequence will be for them to close up their stores and go out of business.

If we buy from our local storekeepers only such merchandise as we cannot buy conveniently elsewhere, we will soon discover that the stores will carry only such restricted lines of goods as are in demand by the people who live here.

Then we will find out that we are not much better off than our forefathers were. We must send away for such merchandise as we require. We must wait until the order has been received in the mail order house and filled in the due course of time by the employees of the concern we are patronizing.

There are many disadvantages in this method. We do not fully realize them now. But they will come home to us when conditions arrive which compel us to buy everything by mail -- if such a time does come. However, if we look at the matter in the right light we will not permit such a contingency to arrive.

Why should we be deluded into sending our money away from home because of the fulsome and flattering descriptions in a mail order catalogue? Why should we prefer the questionable qualities in merchandise as exploited by a catalogue writer to the honest, dependable goods which we can see before us in our own local stores?

Do we save money by buying from the mail order houses? When the matter of freight and express charges have been figured out, when the question of delays, unsatisfactory shipments, breakage, damaged goods, etc., have been answered, where is the profit, if any?

ON THE OTHER HAND, THE LOCAL MERCHANT IS ALWAYS RESPONSIBLE FOR ANYTHING HE SELLS. The purchaser can examine any article for sale in the local store and buy only that which is satisfactory. It will be delivered without delay. If there is any imperfection it will be quickly remedied. If there is any shortage in the delivery it will be supplied at once. A personal call or a telephone message will arrange everything quickly.

And when it comes to prices you will always get full value for your money when dealing with the local storekeeper. He buys his merchandise in the market and he sells it at a profit to us. He asks only a modest profit and he is entitled to it. We should be perfectly willing to pay him a profit for his investment, for his labor and for his ability to save us time, trouble and money.

IF WE ARE NOT WILLING TO DO THIS, WE SHOULD BE HEARTILY ASHAMED OF OURSELVES. AND WE WOULD NOT BE ENTITLED TO THE ADVANTAGES AFFORDED BY HIS STORE



The Man at the Desk

knows better than anyone how much depends on the tools he uses. We sell only the best office supplies, from pins to printing. One of the best lines is

IP BOOKS AND FORMS

and we can show you how they'll save time.

Office Supply Dept.

Herald Publishing Company

For County Treasurer

I hereby announce myself as a candidate for the office of county Treasurer, subject to the action of the Democratic primaries. If elected to this office, I pledge my best efforts in the performance of its duties. I will greatly appreciate whatever support may be accorded me by the Democrats of Halifax County.

S. M. THOMPSON

AETNA-IZE

You're not worrying the banks with deposits any more than I did. And when the accident breaks, your good old Aetna income keeps away the wolf and debt, and makes you independent. No sponging for me! The cost? Honestly, too small to talk about. Before the jinx gets 'round to you, better 'phone, write or call today on my agent --

C. A. WYCHE, Agent

Hot Weather Hits

Men's Crash Suits
\$3.00 & \$3.50

Original Keep Kool Klothes
\$7.50 Per Suit

JUST RECEIVED

A Complete Line of Men's Sporty Negligee Shirts
in Beautiful Patterns, Regular \$1.50 Quality

\$1.25

OUR BARGAIN COUNTER

Ladies' Dress Goods, 15, 25 and 50c Values

10 Cents Per Yard

Summer Shoes for Men and Women, \$2.50
and up values

\$1.49

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CLARK & CLARK
Attorneys at Law
Roanoke Rapids, N. C.
Room No. 3, Upstairs in Bank Building

THOS. M. JENKINS
Notary Public
Rosemary Supply Co. Building
ROSEMARY, N. C.

R. L. TOWE
Notary Public
at the FIRST NATIONAL BANK
Roanoke Rapids, N. Carolina

WE BELIEVE

That Satisfactory Service
is the only key to the
Door of Success in
Business

and it is for this reason that we strive to make our service one that satisfies. We cannot always succeed, but you can help us materially when our service-system stalls or jams by telling us of the fact. We will appreciate it and will try to eliminate the trouble whether it is a tardy delivery, an error in account, or a mix-up in your order; your telling us promptly will mean BETTER SERVICE FOR YOU

SPECIAL PRICES

We have commenced selling Summer Goods in many lines in our Dry Goods Department and at reduced prices, and we suggest your looking over this department for things you may possibly need which may now be purchased, really "bargain" prices

Hancock-House Company
DEPARTMENT STORE